**SEM Project ~ Amusement Park/Hall of Fame**

Themes Parks and Halls of Fame are full of marketing mediums such as: ticket sales, music, entertainment, sponsorships, merchandise, souvenirs, staff, and more. Research ONE Theme Park or Hall of Fame to find out some of their **marketing information**.

***Are they successful in their marketing techniques? Do they cover the 4 P’s well?***

**Your Challenges Include:**

1. **Market** - Customer Demographics (Income, Gender, Education, Profession, Age) Why?
2. **Product** - Business Season (Months & Hours of Operation)
3. **Product** - Content (Theme, Rides, Merchandise, etc)
4. **Product** - Entertainment (Music, Shows, Restaurants, etc)
5. **Place** - Location, Location, Location!!! (Climate, Community Involvement)

(One Location, Multiple Locations, Foreign Locations?)

1. **Price** - Ticket Pricing, (Regular Pricing, Discounts, Season Tickets, etc)
2. **Place**/**Price** - Trip Planning (Trip Planning Tools, Brochures, Packages, etc)
3. **Place**/**Price** - Travel Accommodations
   1. Long Haul (Airfare, Hotels) b. Short Haul (Bus Trip, Car Ride)
4. **Promotion** - Media Marketing (TV/Radio Commercials, Billboards, Internet)
5. **Promotion** - Sponsorships (Theme, Food, etc.)
6. **Extras** - Add a “WOW” factor to your presentation
7. **References** - Did you site your information sources?

*Did you focus on the* ***Marketing Mix Elements*** *throughout the presentation (written & verbal)?*

*Did you provide any additional information you found* ***important*** *to your presentation?*

**PowerPoint Presentations**

* 5-7 minutes in length
* ***At least*** 15 slides (Include all of the above components)
* Organized Presentation and Prepared to Present Information (Knowledgeable)
* Creative Presentation while Business Professional & Realistic
* Good Group Dynamics ~ Everyone Contributing to PPT & Presentation.
* PowerPoint
  + - Attractiveness – colors/images pleasing to the eye
    - Organization – content is well organized
    - Originality – Creative, Original (“Wow!” factor)
    - Mechanics – 7x7 rule, grammar & spelling
    - References – Included Sources

**Sources / References**

Your selected Theme Park/Hall of Fame probably has a website full of information!!!

Theme Park Insider - <http://www.themeparkinsider.com/>

International Theme park Services, Inc. - <http://www.interthemepark.com/>

Halls of Fame list - <http://www.answers.com/topic/list-of-halls-and-walks-of-fame>

**SEM Project Rubric ~ Theme Park/Hall Of Fame (45pts)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Presentations** | **Scores** | | | | | | |
| **Length** 5pts 🡪 5-7 min. 4pts 🡪 3-5 min. 3pts 🡪 2-3 min. 2pt 🡪 <2 min. | 5 | 4 | | 3 | 2 | | 0 |
| **Components** **(2pts each)** **FOCUS ON MARKETING MIX: PRODUCT, PLACE, PRICING, DISTRIBUTION**   * Customer Demographics * Location (Climate, Community Involvement) * Business Season * Content (Theme, Rides, Merchandise, etc.) * Entertainment (Music, Shows, Restaurants) * Pricing (Discounts, Season Tickets, etc) * Trip Planning (Packages.) * Travel (Long/Short-haul) * Media Marketing * Sponsorships | 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
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| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
|  | |  | | |  | |
| **Group Organization and Preparation**  5pts 🡪 well prepared & organized 3pts 🡪 unprepared  4pts 🡪 somewhat prepared & organized 2pt 🡪 disorganized | 5 | 4 | | 3 | 2 | | 0 |
| **Group Dynamics**  5pts 🡪 everyone participates 1pts 🡪 one participates  3pts 🡪 most participate | 5 | 4 | | 3 | 2 | | 0 |
| **PowerPoint Presentations (2pts each)**   * Attractiveness – colors/images pleasing to the eye * Organization – content is well organized * Originality – Creative, Original (“Wow!” factor) * Mechanics – 7x7 rule, grammar & spelling * References – Included Sources | 10 | 8 | | 6 | 4 | | 0 |
|  |  | |  |  | |  |

Strengths (did a great job on):

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Constructive Criticism (suggested changes):

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Additional Comments or Questions???

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